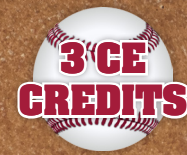


360 CONSULTING 8:30 AM - 11:30 AM



Tips and Techniques to Improve your Practice

Dental practice owners are under greater financial pressure than ever before. Lower reimbursements, fewer new patients or patients covered by insurance — as well as the current economic climate — make for challenging times. With over 80% of all dental plans sold being PPOs, it's tempting to participate in multiple plans. We typically see a 20–30% discount from a doctor's full fee schedule after participating in these plans, which is directly correlated to the next concerns: increasing overhead and decreasing profitability!

During this session, you will learn:

- Strategies for practice growth and effectively marketing your practice
- Proven techniques to increase new patient flow
- How to increase production and profitability
- Techniques to improve patient referrals
- The only way to effectively lower practice overhead



Jim Philhower

Jim Philhower is the Director of North America Dental Sales Leadership & Development for Henry Schein. Jim is a 28-year veteran of the dental industry. His career includes six years as a Regional Manager and 12 years as a Field Sales Consultant.

TOTAL HEALTH 12:30 PM - 3:00 PM



A Total Approach to Dentistry

Would you like to position your practice as a leader in your community and reduce your dependency on insurance? Would you like to inspire patients toward a lifetime of dental and overall health? If you answered yes, you need to attend this groundbreaking dental seminar!

During this session, you will learn:

- The links between oral and systemic disease
- Risk factors and screening tools for systemic diseases
- Building infant, child, and geriatric total health programs



Dr. Susan Maples

Dr. Susan Maples leads a successful, insurance-independent dental practice. She brings to you preventive and restorative dental expertise, a passion for mouth-body total health, a master's degree in business/marketing, and 30 years of experience in private practice. She is the author of BlabberMouth! and is an internationally recognized health educator. Dr. Maples believes that helping people individually forge commitments to health can change the face of generations to come. In 2012, Dr. Maples was named one of the top 25 women in dentistry and one of the top 8 innovators ("disruptors") in dentistry.

REGISTRATION INFORMATION

PRICING INFORMATION

\$169.00 Per Person
Buy 3, Get 1 at No Charge (non-CE)

LOCATION INFORMATION

Marriott St. Louis Grand Hotel
800 Washington Avenue,
St. Louis, MO 63101
(314) 621-9600

SCHEDULE

Registration & Breakfast	7:00 AM - 8:30 AM
Morning Seminars	8:30 AM - 11:30 AM
Vendor Fair	8:00 AM - 4:00 PM
Lunch	11:30 AM - 1:30 PM
Afternoon Seminars	12:00 PM - 3:30 PM

REGISTRATION

<http://hnrsc.hn/spring7607>

BOOK YOUR ROOM

<https://book.passkey.com/e/49795411>

CONTACT

Mary Wehmeyer
(636) 536-6650
mary.wehmeyer@henryschein.com

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DENTAL

Rely on Us

April 5,
2019



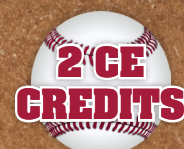
SPRING TRAINING

Join us for a full day of educational seminars and meet our vendor partners. Discover the latest in Digital Dentistry including Digitalized Impression Workflow and the newest product offerings. Have one-on-one discussions with various dental manufacturers including Dentsply Sirona, Planmeca, A-dec, VOCO, Hu-Friedy and many more in our convention-style ballroom. PLUS, take advantage of our Exclusive Spring Training specials.

Sign up for the St. Louis Spring Training today!

Supplies | Equipment | Practice Management Systems | Digital Technology | Technical Service | Business Solutions

DENTAL BRANDING 1:00 PM - 3:00 PM



Proactive Marketing is the Answer

Today's dental industry is changing. An increased reliance on PPOs has resulted in reduced collections for the average practice. This decline in profitability and cash flow has created an environment where many dentists are now willing to sell their practice and join the ever-growing corporate collective. In this new reality, dentists must see their marketing differently in order to survive as we move into the future. This seminar will focus on how to compete and thrive in this new dental economy by implementing strategic, comprehensive and sound marketing processes into your practice.

At this seminar, you will learn:

- The current state of marketing in the dental industry and the mindset required to approach your marketing correctly.
- The tools to understanding how goal-based marketing budgets work.
- What to do and not do in your messaging to ensure effective marketing.
- Foundational training principles for referrals, case presentation, call conversion, and patient experience training.
- What to track to maintain control over the growth of your practice and confidence in your future.



Mark Jensen, Dental Branding

Mark Jensen is a consultant with Dental Branding. He has spent close to 10 years in marketing, working for one agency that was sold to the ADA. Mark's goal is to help dentists thrive in today's competitive dental industry by focusing on a proactive, comprehensive, and strategic approach to marketing. Dental Branding—now in its 12th year, is the antidote to status quo dental marketing. The focus of Dental Branding is to 1) control perceptions to attract a better quantity and quality of patients and 2) deliver objective analytics to ensure efficient.

HYGIENE DIAMONDS 12:30 PM - 3:30 PM



Double Your Production Tomorrow

Many dentists would like their Hygiene Department to be more productive. This program helps the dentist and hygienist get on the same page and become a Powerhouse in Patient Service. Build value for services in language simple enough for patients to understand. Learn how to use diagnostic tools effectively to drive acceptance to care.

At this seminar, you will learn:

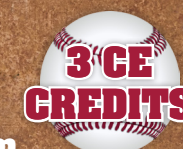
- How to empower the hygiene team as practice "ambassadors," driving profitability and quality dentistry into your restorative schedule.
- Verbal skills for simplified case presentation with language patients understand.
- How building value in hygiene can dramatically reduce cancellations.



Bertha Triche, Hygiene Diamonds

Bertha Triche is a registered hygienist with over 38 years' experience in dentistry. She is a practicing hygienist and is currently coaching and training for Hygiene Diamonds and The Team Training Institute, focused on increasing practice profitability and improving hygiene systems. Bertha is a proven top producer in the field and has coached many hygienists to more productive hygiene days. She has worked in all aspects of the dental practice...hygienist, chairside assistant, front desk manager, treatment coordinator, marketing director and most recently office manager. She has a really unique delivery style which is quite entertaining and infused with her passion and enthusiasm for the profession. Bertha has been a coach with Hygiene Diamonds for 6 years now and currently lives in Reserve, LA just outside of New Orleans with her husband and 3 children.

HR FOR HEALTH 12:30 PM - 3:30 PM



Create the Unstoppable Dental Team

Do you love dentistry, but get overwhelmed by all of the staff management issues? Do you ever wish your team would be more proactive and accountable for finding solutions to challenges rather than waiting for you to tell them how to solve the problem? This is the course you have been waiting for. Learn the secrets to building and leading a high-performance dental team.

Learning Objectives:

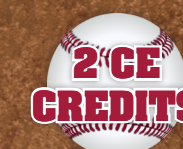
- To implement employee hiring and management strategies to "Keep the Heroes" and "Lose the Zeroes."
- Create team ownership within the practice.
- Establish a set of operating principles that serve to further the fulfillment of the practice goals.
- Use powerful communication techniques that empower the team.
- To implement strategies that create immediate and long term growth.
- To increase productivity from each and every employee.



Scott Mueller

Scott Mueller is a Senior Account Executive at HR for Health, a leading healthcare specific HR company. Prior to this, Scott worked with thousands of dentists financing start up practices, acquisitions, equipment, and commercial real estate with Bank of America Practice Solutions. In Scott's 20 years in the dental industry, he has truly developed a passion for providing solutions to practice owners.

UNITAS 1:00 PM - 3:00 PM



Effective PPO Management

Learn how to handle fee negotiations, credentialing, contract optimization, and insurance billing issues in order to increase practice revenue and patient-focus evaluation.

In this seminar, you will learn:

- How to address common PPO revenue problems
- How to analyze your current fees, utilization and delivery costs
- How to optimize your PPO and network participation
- How to negotiate your PPO reimbursements
- How to analyze your insurance contract language
- The benefits of shared PPO management expertise with Unitas



Mike Adler, Unitas Dental

Mike Adler, President of Unitas Dental, received his degree from the University of Utah while studying to enter dental school. However, after graduation he accepted a full-time position at a small, struggling medical insurance company. While delving into learning about the industry, he became intrigued by the relationship between the dental provider and the dental PPO insurance companies.